

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant	: Merriman et al.	Art Unit	: 3688
Serial No.	: 10/798,444	Examiner	: Michael H. Goldman
Filed	: March 12, 2004	Conf. No.	: 5265
Title	: METHOD OF DELIVERY OF TARGETING, AND MEASURING ADVERTISING OVER NETWORKS		

MAIL STOP AF

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

AMENDMENT IN REPLY TO ACTION OF AUGUST 24, 2009

Please amend the above-identified application as detailed below, and consider the following remarks.

Amendments to the claims are reflected in a listing of claims that begins on page 2 of this paper.

Remarks begin on page 7 of this paper.